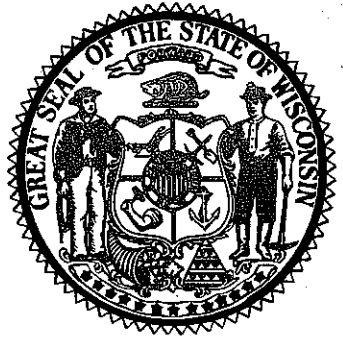


**FRED A. RISSE**  
President  
Wisconsin State Senate



Public Hearing on Assembly Bill 104  
Assembly Committee on Health and Health Care Reform  
March 20, 2007

**History:** A constituent contacted the office in 2005 because a neighbor of hers was asked to leave a local mall for breastfeeding her child in a public seating area. The constituent asked if there was a state law to prohibit discrimination against breastfeeding mothers. Upon further review, I found that the only provision in state law that addressed breastfeeding was to exempt it from the definition of "lewd behavior".

**The Bill:** Assembly Bill 104 (and its companion, Senate Bill 30) will allow a mother to breastfeed in any public or private location where she is otherwise authorized to be. Additionally, this bill would prohibit any person from interfering with the right of a mother to breast feed her child. Any person who interferes with this right would be subject to a forfeiture of not more than \$200.

Currently, 36 states have laws which allow mothers to breastfeed in any public or private place.

**Why is this bill necessary?**

This bill is necessary to eliminate societal barriers to breastfeeding. **With all of the public health benefits of breastfeeding—for both mother and child—we need to set aside our societal notions of modesty and focus on the real issue.**

Many people claim that they are uncomfortable with seeing a woman nurse her child, that it is unacceptable in public. This is understandable, however **the definition of what is and is not acceptable in public is completely subjective.** One person may disapprove of another's appearance—for example, older adults disapproving of the fashions of the younger generation. This does not mean that we should keep the younger generation out of sight.



An FDA study of why women do not breastfeed—or stop after a short time—found that a principal factor is embarrassment by mothers because of the reaction caused by public nursing.

In 2001, Breastfeeding rates for Infants in the US were as follows:

- 70% of women commenced breastfeeding after delivery
- 33% of women breastfed infants at 6 months
- 18% of women were still breastfeeding at 1 year

According to the Surgeon Generals Healthy People 2010 Goals

- 75% of women should be breastfeeding after delivery
- 50% of women should continue to breastfeed through 6 months
- 25% of women should continue breastfeeding through 1 year

**Obstacles to initiation and continuation of breastfeeding include:**

- Lack of family and broad societal support
- Inappropriate interruption of breastfeeding
- Insufficient prenatal education
- Disruptive hospital policies and practices
- Early hospital discharge in some cases
- Lack of timely follow up care
- Misinformation



## **Benefits of Breastfeeding**

**Saves Lives.** Currently (worldwide) there are 9 million infant deaths a year. Breastfeeding saves an estimated 6 million additional deaths from infectious disease alone.

- Postneonatal infant mortality rates in the US are reduced by 48% in breastfed infants

**Provides Initial Immunization.** Breastmilk, especially the first milk (colostrum), contains anti-bacterial and anti-viral agents that protect the infant against disease. Breastmilk also aids the development of the infant's own immune system.

**Provides Perfect Nutrition.** Breast milk is a perfect food that cannot be duplicated. It is more easily digested than any substitute, and it actually alters in composition to meet the changing nutritional needs of the growing infant.

**Maximizes a Child's Physical and Intellectual Potential.** Malnutrition among infants up to six months of age can be virtually eradicated by the practice of exclusive breastfeeding. For young children beyond six months, breast milk serves as the nutritional foundation to promote continued healthful growth. Premature infants fed breast milk show higher developmental scores as toddlers and higher IQs as children than those not fed breast milk.

**Promotes the Recovery of the Sick Child.** Breastfeeding provides a nutritious, easily digestible food when a sick child loses appetite for other foods. When a child is ill or has diarrhea, breastfeeding helps prevent dehydration. Frequent breastfeeding also diminishes the risk of malnutrition and fosters catch-up growth following illness.

**Supports Food Security.** Breast milk provides total food security for an infant's first six months. It maximizes food resources, both because it is naturally renewing, and because food that would otherwise be fed to an infant can be given to others. A mother's milk supply adjusts to demand; only extremely malnourished mothers have a reduced capacity to breastfeed.

**Bonds Mother and Child.** Breastfeeding provides physiological and psychological benefits for both mother and child. It creates emotional bonds, and has been known to reduce rates of infant abandonment.

**Benefits Maternal Health.** Breastfeeding reduces the mother's risk of fatal postpartum hemorrhage, the risk of breast and ovarian cancer, and of anemia. By spacing births, breastfeeding allows the mother to recuperate before she conceives again.

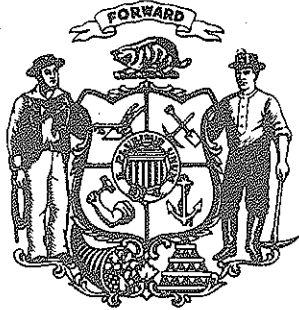
**Saves Money.** Breastfeeding is among the most cost-effective of child survival interventions. Households save money; and institutions economize by reducing the need for bottles and formulas. By shortening mothers' hospital stay, nations save foreign exchange.

- Nationwide, breastfeeding can save \$3.6 Billion annually in health care costs.
- Nationwide, breastfeeding can decrease costs of public health programs such as WIC (Special Supplemental Nutrition Program for Women, Infants and Children)

**It is Environment-friendly.** Breastfeeding does not waste scarce resources or create pollution. Breast milk is a naturally-renewable resource that requires no packaging, shipping, or disposal.



# WISCONSIN STATE ASSEMBLY



**S H E L D O N  
WASSERMAN**  
STATE REPRESENTATIVE

March 20<sup>th</sup> 2007

## **Testimony of Representative Sheldon Wasserman Before the Assembly Committee Health and Healthcare Reform in Support of Assembly Bill 104**

Good morning, Chairperson Vukmir and committee members. I want to thank the committee for taking the time to hold a public hearing on Assembly Bill 104, which would permit a mother to breastfeed her baby in any public or private location where she is otherwise authorized to be.

As a Doctor one of my primary concerns is the health and well-being of both mothers and babies. The evidence is overwhelming that the best nutrition a baby can get is from breastfeeding. Breastmilk contains anti-bacterial and anti-viral agents that protect the infant against disease, and offers natural immune boosters to keep the child healthy. Attached to my testimony is a sheet with more detailed information on the protective effects of breastfeeding. A study done by the USDA says that there could be an annual national savings of \$3.6 Billion in health care costs if the number of mothers that breastfeed increased by 10%. I like the way that Carol McShane-Street put it in her e-mail message to the committee, "Breastfeeding is the Gold Standard"

Babies deserve the best nutrition they can get, anytime or anywhere they want it. Current Wisconsin law prohibits law enforcement from charging a breastfeeding mother with lewd or indecent behavior. Unfortunately this has not stopped people from harassing and trying to stop breastfeeding mothers. We need to protect women and their babies. AB 104 would allow a mother to breastfeed in any location that she has a right to be in and prohibits any person from interfering with the right to breastfeed her baby.

Many other states have already passed similar legislation. The mothers and babies of Wisconsin deserve the same protection. This is a simple bill that addresses a very real problem. The type of harassment that you will hear about from the women here today must be stopped.

Thank you for the opportunity to present my testimony. I would like to thank Senator Risser for taking the lead on this issue. It has been an honor to work with him and I will let him talk about the bill in greater detail. If after he speaks you have any questions for me I will be happy to answer them.

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FAX: (608) 282-3622  
E-MAIL: [rep.wasserman@legis.wi.gov](mailto:rep.wasserman@legis.wi.gov)  
WEB PAGE: [http://www.legis.wi.gov/  
assembly/asm22/news/](http://www.legis.wi.gov/assembly/asm22/news/)

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## Research on Established and Potential Protective Effects of Human Milk and Breastfeeding on Infants

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According to the American Academy of Pediatrics' policy statement, "Breastfeeding and the Use of Human Milk," the findings of extensive research suggest various benefits of breastfeeding as indicated in the following excerpt.

### *Infectious Diseases*

Research in developed and developing countries of the world, including middle-class populations in developed countries, provides strong evidence that human milk feeding decreases the incidence and/or severity of a wide range of infectious diseases including bacterial meningitis, bacteremia, diarrhea, respiratory tract infection, necrotizing enterocolitis, otitis media, urinary tract infection, and late-onset sepsis in preterm infants. In addition, postneonatal infant mortality rates in the United States are reduced by 21% in breastfed infants.

### *Other Health Outcomes*

Some studies suggest decreased rates of sudden infant death syndrome in the first year of life and reduction in incidence of insulin-dependent (type 1) and non-insulin-dependent (type 2) diabetes mellitus, lymphoma, leukemia, and Hodgkin disease, overweight and obesity, hypercholesterolemia, and asthma in older children and adults who were breastfed, compared with individuals who were not breastfed. Additional research in this area is warranted.

### *Neurodevelopment*

Breastfeeding has been associated with slightly enhanced performance on tests of cognitive development. Breastfeeding during a painful procedure such as a heel-stick for newborn screening provides analgesia to infants.

Breastfeeding and the use of human milk. AAP Policy Statement. American Academy of Pediatrics. Section on Breastfeeding. Pediatrics 2005;115:496-506.

(To review the full-text AAP document online with complete references, go to <http://pediatrics.aappublications.org/cgi/reprint/115/2/496>.)



Tuesday 3.20.07

HB 104 MLF

Chairwoman Vukmir and members of the Assembly Committee on Health and Healthcare Reform,

Thank you for taking the time to listen to our support for The Right to Breastfeed Act (HB 104), here in the great state of Wisconsin.

<Prayer gesture: statue of Our Lady of Le Leche; The Blessed Virgin Mary breastfeeding her son, Jesus, the son of God.>

I am here as a Catholic, pro-life, homeschooling, breastfeeding mom. I am here representing many Christian pro-life, homeschooling, breastfeeding moms who came before me, and those who will come after me; including my own daughters and my future grandchildren.

The Right to Breastfeed Act is necessary to protect the rights of breastfeeding mothers who happen to be in public when their children get hungry. I am grateful for the mothers who came before me; the breastfeeding moms who were expected to nurse their children on toilet seats, in dressing rooms, or go back to their vehicles when they ventured out with their nursing children. I am grateful for the nursing mothers in this room and for all those who have ventured out recently and refused to be intimidated into nursing in hiding. The Right to Breastfeed Act, if passed, will make all mothers who feed their children in public equal: those who choose to bottle feed and those who choose to breastfeed.

I chose to breastfeed my four children because The Academy of Pediatrics and other esteemed health authorities recommended it, for at least the first year of my baby's life. Originally, it was the health benefits and the recommendations of "health authorities" that led me to choose breastfeeding over formula feeding, but even more importantly, I chose to breastfeed my children because my Christian faith encouraged me to embrace my vocation as a mother, a vocation that is increasingly denigrated in modern American culture, as the need for this legislation indicates. I am forever indebted to La Leche League, for giving me the information, support and encouragement that allowed me to successfully breastfeed my children; breastfeeding gave me the tools I needed in order to become the mother I've always wanted to be!

I began my nursing career in The Land of 10,000 lakes, a state that protects a woman's right to breastfeed in public. I was shocked by the harassment I received when I moved back to my home state of Wisconsin in the fall of 2001! I have had several harassment incidents; let me tell you about one of them. I was attending a children's birthday party with my oldest child and my newborn. The party was at a public pool—a family friendly place. I was nursing my baby and talking with the other parents at the party when a teenage life-guard approached me and told me that I needed to stop "doing that" because I was bothering



people. I was wearing a maternity-nursing shirt at the time. She was wearing a low-cut swim suit. Thank goodness I was all ready confident in my decision to breastfeed my baby, even in public, or she might have scared me into being homebound for my entire post-partum!

I have been around breastfeeding mothers for an entire decade. I have been actively involved in La Leche League groups, The Couple to Couple League-an NFP organization that promotes ecological breastfeeding, Sacred Heart Homeschoolers, a Catholic homeschooling group here in Madison where the average family size is 5 children....I have seen more of Anna Nicole Smith's breasts on national television than I have ever seen during the past ten years I've spent hanging out with breastfeeding mothers.

God's plan for motherhood is simple to figure out: a baby grows in a woman's uterus and right after she gives birth, milk flows into her breasts so that she can feed her child. God designed the breast as a feeding organ first and foremost. He did not objectify it as a pleasure-toy. We did. The pornification of our culture has lost touch with God's plan. The pornification of the female body has created the disordered view that a mother feeding her child at the breast is lewd and instills lust for those near by. Every nursing mother I have ever known dresses modestly and nurses modestly; someone would have to stare long and hard in order to figure out if a nursing mother was indeed nursing, or just holding a sleeping child. If, after staring for so long the onlooker is feeling lustful or disgusted, then s/he is certainly capable of looking away. I have to look away when I see parents in public who are making choices I would not make. My husband has to look away when a Victoria Secret ad assaults him visually, in order to be faithful with his eyes to me, in marriage. Looking away is an option for everyone.

I don't know any mother who sets out with her homeschool crew in tow, on a fieldtrip, or to attend a homeschool event with the sole intention of breastfeeding her nursling in public. Breastfeeding mothers are simply responding to the needs of their children. Why should they be harassed for meeting the needs of their children?

I have a friend who travels regularly to Guatemala. I asked her once, what the breastfeeding mothers do there. She told me that the mothers carry a mat on their back and when their children need to breastfeed, they put the mat down, wherever they are, right in the middle of the street, and nurse their children and often fall asleep on the spot. It's hard for me to believe that breastfeeding mothers in Guatemala have more rights to breastfeed in public than I do here in America's Dairyland. I hope that will soon change.



I would like to close by listing all of the Bible passages I've found so far that mention breastfeeding: 1 Samuel 1: 22-24, Numbers 11:12, 2 Maccabees 7:27, Psalm 22:9, Joel 2:16, Thessalonians 2:7 and my personal favorite: Isaiah 66: 10-13, which reads: *"Rejoice, with Jerusalem, and be glad for her; rejoice with her in joy, all you who mourn over her; that you may suck and be satisfied with her consoling breasts; that you may drink deeply with delight from the abundance of her glory, For thus says the Lord: Behold, I will extend prosperity to her like a river, and the wealth of the nations like an overflowing stream; and you shall suck, you shall be carried upon her hip, and dandled upon her knees. As one whom his mother comforts, so I will comfort you; you shall be comforted in Jerusalem. "*

If the word of God is full of breastfeeding passages, and if God allowed His only Son to be nursed at The Blessed Virgin Mary's breast....how could there be anything crude, rude, or indecent about breastfeeding anywhere?

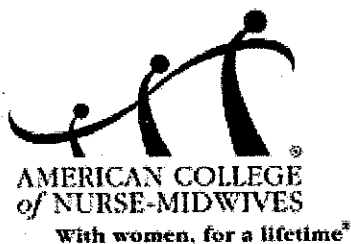
Thank you for your time and attention.

Mary Laurel Fabian

B.S. Elementary Education, Creighton University 1988 Cum Laude  
M.Ed. School Counseling, Marquette University 1991  
La Leche League Member/Leader 1997-present  
Couple to Couple League NFP Teacher/Member 1998-present  
Homeschool Teacher Fall 2001 – present  
Wife to Andy Fabian 1992 - present  
Full Time Mother to Drew (age 10), Bridget (age 6), Molly (age 2) and John Paul (8 months)







20 March 2007

To: Chairperson Vukmir  
Members of the Assembly Health Committee  
From: Ingrid Andersson, CNM, MSN, on behalf of the Wisconsin Chapter of the  
American College of Nurse Midwives.

Chairperson Vukmir, Committee members, thank you for the opportunity to provide comments on Assembly Bill 104. My name is Ingrid Andersson. I am licensed by the State of Wisconsin as a Registered Nurse and a Certified Nurse Midwife (CNM). I am here today on behalf of the Wisconsin Chapter of the American College of Nurse Midwives (ACNM) to testify in support of Assembly Bill 104.

The American College of Nurse Midwives supports public policy that promotes the health of mothers and infants in Wisconsin. Nurse midwives often have clients who are committed to breastfeeding their babies. Yet despite their commitment to being the best mothers they can be and following all health and medical recommendations for nurturing healthy children, many of our clients tell us stories of feeling shamed, shunned and isolated when they breastfeed their babies in public places. New mothers have told me stories of being asked to "cover up," to feed their baby in utility closets, in unhygienic public restrooms, or behind curtains, and even to leave a store or restaurant.

My clients know that breastfeeding does not qualify as public indecency in Wisconsin. They know they have legal protection, but they do not always feel legally *empowered* to exercise their right. When you add workplace challenges and the challenges shared by most families with a child under one to the challenges of public discrimination, you may have the explanation for the fact that Wisconsin rates for breastfeeding all lag behind national averages. We have a long way to go before we reach the United States Healthy People 2010 goals for breastfeeding initiation (75%), breastfeeding at 6 months (50%), and breastfeeding at one year (25%).

AB 104 can legally empower mothers in Wisconsin to breastfeed their babies by helping remove cultural barriers to breastfeeding. Of the 36 states that have laws with language specifically allowing women to breastfeed in any public or private location, two-thirds of them have breastfeeding rates better than Wisconsin. Four-out-of-five states that have already achieved the Healthy People 2010 objectives legally empower women to breastfeed in public. Passage of AB 104 would send a powerful message to the citizens of Wisconsin that you, our state leaders, prioritize the health and wellbeing of mothers and children.





# NARAL Pro-Choice Wisconsin

Kelda Helen Roys  
Executive Director

TESTIMONY OF KELDA HELEN ROYS  
ON BEHALF OF NARAL PRO-CHOICE WISCONSIN  
SUPPORTING 2007 AB 104/SB 30, RIGHT TO BREAST-FEED ACT

To: Wisconsin State Assembly Committee on Health and Healthcare Reform  
From: Kelda Helen Roys, JD, Executive Director of NARAL Pro-Choice Wisconsin  
Date: March 20, 2007

NARAL Pro-Choice Wisconsin strongly supports this important legislation. As a reproductive rights organization, we believe that every woman has the right to make her own decisions about the important matters of reproductive health and childbearing. Furthermore, government has a responsibility to protect the rights of women to exercise those choices meaningfully. This includes the right to bear a healthy child.

The proposal before you is a positive step towards ensuring that Wisconsin women have the right to bear and raise healthy children – a core reproductive right. Breastfeeding is an important part of child-rearing for many women – yet under current law, women could potentially be prosecuted and punished for breastfeeding their babies. Nursing mothers need to be permitted to feed their babies without fear of harassment, prosecution, or threats thereof. Passing this legislation will help support women who choose to breastfeed. We hope your attention to this issue will also help to reduce the stigma and negative treatment sometimes directed towards breastfeeding mothers, and well as raise public awareness about the health benefits of breastfeeding.

Indeed, one of NARAL Pro-Choice Wisconsin's key issues of concern is our state's disproportionately high infant mortality rates, particularly among women of color. There is growing scientific evidence that breastfeeding can reduce infant mortality. One recent analysis, conducted by researchers at the National Institute of Environmental Health Sciences, showed that children who were breastfed had a 20% lower risk of dying between 28 days and one year than those who were not breastfed. Longer breastfeeding was associated with lower risk. Importantly, the effect was the same in both black and white children. See Aimin Chen, MD, Ph.D. and Walter J Rogan, MD, *Pediatrics*, May 2004.

Extensive studies have shown significant health benefits to both mothers and babies of breastfeeding, both physical and psychological. Breastfeeding should be encouraged as a positive choice where possible, and one that contributes to good public health. Government has an obligation to ensure the fair treatment of breastfeeding mothers. I urge you to pass the Right to Breast-Feed Act, and ensure that Wisconsin women are able to choose this option for nourishing their babies without fear of legal reprisal.

Respectfully submitted,

Kelda Helen Roys  
Executive Director

NARAL Pro-Choice Wisconsin is the political arm of the pro-choice movement, building a culture of freedom and personal responsibility. Our political advocacy ensures women the full range of reproductive health care services, including preventing unintended pregnancies, bearing healthy children, and choosing safe, legal abortion.

122 State Street, Suite 308

Madison, WI 53703-4330

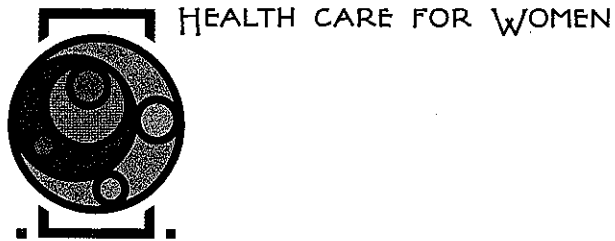
(608) 287-0016

(608) 287-0176 fax

[www.prochoicewisconsin.org](http://www.prochoicewisconsin.org)



# MADISON BIRTH CENTER



March 20, 2007

As experts in normal childbearing and postpartum care, the Madison Birth Center wholly supports any ordinance or legislation that encourages breastfeeding and prevents the harassment of women. Decades of research and women's experiences have demonstrated that the benefits of breastfeeding go beyond promoting the health of moms and babies, to impacting the economy and the environment. Breastfeeding is a smart decision on many levels.

In caring for hundreds of moms and babies in Dane County, we have often heard anecdotal evidence regarding the difficulties of breastfeeding in an unsupportive public. The harassment of women who choose the healthiest feeding option for their babies should not be tolerated in our community, the state, or the nation. We applaud this legislative effort to improve the public health of Wisconsin by supporting breastfeeding moms and babies.

National health organizations, researchers, and the health care community all advocate the incredible socio-economic, individual, and environmental benefits of breastfeeding. It is now time for health care policy and communities to join in this support.

Warm regards,

Aszani Kunkler, CNM, MSN  
President

Anastasia Doherty, CNM, MSN  
Midwife

Julie Olson Simani MS, RN  
Associate Director

Abbie Franke, BA, EMT  
Associate Director



To whom it may concern:

I strongly support every woman's right to breastfeed their child(ren). This right needs to be espoused and defended by the government. I therefore **STRONGLY** support Bill HB104 as it is currently written and urge you to enact it promptly and without delay.

Sincerely,

A handwritten signature in cursive script, reading "Mary A. Lokuta". The signature is written in dark ink and is positioned above the printed name and address.

Mary A. Lokuta  
624 Sumac Street  
Oregon, WI 53575





To whom it may concern:

I strongly support every woman's right to breastfeed their child(ren). This right needs to be espoused and defended by the government. I therefore **STRONGLY** support Bill HB104 as it is currently written and urge you to enact it promptly and without delay.

Sincerely,

A handwritten signature in cursive script that reads "Christa Cortesio".

Christa Cortesio  
5705 Ambrosia Ter.  
McFarland, WI 53558



**TO:** Assembly Committee on Health and Healthcare Reform

**FROM:** Kristine Casto, MPH  
Learning Coordinator  
Wisconsin Association for Perinatal Care (WAPC)

**DATE:** March 20, 2007

**RE:** Assembly Bill 104

The Wisconsin Association for Perinatal Care (WAPC) supports Assembly Bill 104 that gives women the freedom to breastfeed, without interference, in any public or private place, where she would otherwise be allowed. This legislation is not just a step to allow freedom of action but also an important step toward improving the public's health.

This legislation would remove a substantial barrier to a woman's ability and motivation to consistently breastfeed her infant. A mother's thoughts while breastfeeding her baby should not be consumed with concern over being harassed, trying to breastfeed in as covert a manner as possible, or being asked to leave or "cover up" and relegated to a restroom or other less-than-desirable facility. Instead, a mother should have the opportunity to consistently breastfeed her infant.

The establishment of breastfeeding as a cultural norm, for at least the first year of life, is a fundamental cornerstone of promoting wellness in Wisconsin. Breastfeeding benefits mothers, infants, and society and should be encouraged. Just a few of the benefits of breastfeeding include:

- Optimized infant growth and development, including protection from acute and chronic diseases;
- Enhanced bonding and healthy infant emotional development;
- Quicker maternal recovery after childbirth, including a quicker return to pre-pregnancy weight;
- Possible protection from chronic diseases for the mother; and
- Affordability and lessened environmental impact (as compared to formula).

The *Healthy People 2010* breastfeeding objective sets the target percentage of mothers who breastfeed in the early postpartum period, at six months, and at one year at 75%, 50%, and 25%, respectively. Removing barriers to breastfeeding will further Wisconsin's efforts to achieve these goals.



# Breast or Bottle?

*Your decision has lifelong consequences for you, your baby, and your life together.*

## Breastfeeding

can be one of your happiest relationships ever  
is immediate, simple, and nearly free

provides a normal start in life  
promotes normal jaw development  
is the normal follow-up to birth  
for the mother's body

provides a normal hormonal state for mothering  
lets the baby control his own appetite  
saves money for the family

## Human Milk

has perhaps 1,000 known ingredients, including:  
interferon and white blood cells  
antibacterial and antiviral agents  
intestinal soothers  
readily absorbed nutrients  
everything a baby is known to need

offers several kinds of milk at each nursing

changes to meet the baby's changing needs

is non-allergenic

is the human infant's only normal food

promotes normal brain development

is always clean, straight from the source

promotes normal health in infancy and beyond

smells fine going in and coming out  
is simply the sensible start for the world's best baby

## Bottle-feeding

is a feeding method  
needs equipment, preparation, and about \$3/day  
plus extra medical expenses  
is artificial  
is linked to increased need for dental work  
is linked to increased rates of postpartum  
hemorrhage, some maternal breast and ovarian  
cancers, and to more closely spaced births  
means mothering with low mothering hormones  
can lead to overfeeding and later obesity  
makes money for industry and health care staff

## Formula

has far, far fewer ingredients, including:  
tropical oils  
no anti-infective properties  
intestinal irritants  
poorly absorbed nutrients  
microdeficiencies

is the same throughout a feeding

changes only with manufacturing and  
preparation errors, which are common

in standard form contains either of 2 common  
allergens - cow milk or soybeans

tries to approximate what's known about infant  
needs, at low production cost. Cow milk and  
soy are used not because they are the best  
imitation of human milk, but because they are  
readily available and cost-effective

is linked to lower intelligence scores

is easily contaminated

has been linked to increases in many infant  
illnesses, including SIDS, and to many long-term  
problems including malocclusion, breast cancer  
childhood lymphoma, vision deficits, and diabetes

smells... interesting!  
doesn't have to be for you and your baby

*Breastfeeding. It makes a difference to both of you. For good.*



# BREASTFEEDING 101



- 1.** The Canadian Paediatric Society and the American Academy of Pediatrics recommend it.
- 2.** Breastfeeding promotes bonding between mother and baby.
- 3.** Breastfeeding satisfies baby's emotional needs.
- 4.** Breastmilk provides perfect infant nutrition.
- 5.** Breastfeeding decreases mother's risk of breast cancer.
- 6.** Breastfeeding decreases baby girls' risk of developing breast cancer later in life.
- 7.** Breastfeeding is associated with higher I.Q.
- 8.** Breastmilk is always ready and comes in a nicer package than formula does. Need we say more?
- 9.** Breastfed babies have better motor development.
- 10.** Breastmilk contains immunities to diseases and assists in the development of baby's immune system.
- 11.** Breastmilk is more digestible than formula.
- 12.** Baby's suckling helps shrink mother's uterus after childbirth.
- 13.** Baby's suckling helps prevent post-partum haemorrhage in mother.
- 14.** Nursing helps mom lose weight after baby is born.
- 15.** Pre-term milk is specially designed for premature infants.
- 16.** The World Health Organization and UNICEF recommend exclusive breastfeeding for six months.
- 17.** Breastfeeding protects against Crohn's disease.
- 18.** Breastfeeding decreases risk of baby developing diabetes.
- 19.** Breastfeeding baby helps decrease insulin requirements in diabetic mothers.
- 20.** Breastfeeding may help stabilize progress of maternal endometriosis.
- 21.** Breastfeeding decreases mother's risk of developing ovarian cancer.
- 22.** Breastfeeding decreases mother's risk of developing endometrial cancer.
- 23.** Breastfeeding decreases chances of baby developing allergies.
- 24.** Breastmilk dramatically lowers the risk of baby developing asthma.
- 25.** Breastfeeding decreases baby's risk of ear infections.
- 26.** Breastfeeding decreases the risk of sudden infant death syndrome (SIDS).
- 27.** Breastfeeding protects baby against diarrhoeal infections.
- 28.** Breastfeeding protects baby against bacterial meningitis.
- 29.** Breastfeeding protects baby against respiratory infections.
- 30.** Breastfed babies have a lower risk of developing certain childhood cancers.
- 31.** Breastfeeding decreases chances of juvenile rheumatoid arthritis.
- 32.** Breastfed babies are less likely to contract Hodgkins disease.
- 33.** Breastfeeding protects baby against vision defects.
- 34.** Breastfeeding decreases chances of osteoporosis.
- 35.** Breastmilk assists in proper intestinal development.
- 36.** Cow's milk is an intestinal irritant.
- 37.** Breastfed babies are less likely to become obese later in life.

- 38.** Breastfed babies have less chance of cardiopulmonary distress while feeding.
- 39.** Breastfed babies have less chance of developing ulcerative colitis.
- 40.** Breastmilk protects against hemophilus infections.
- 41.** Breastfed babies require shorter pre and post-surgical fasting.
- 42.** Breastfeeding results in less sick days for working parents.
- 43.** Breastfeeding enhances vaccine effectiveness.
- 44.** Breastfed babies have less chance of developing necrotizing enterocolitis.
- 45.** Breastfeeding helps delay the return of fertility.
- 46.** Breastfeeding is easier than using formula.
- 47.** Breastmilk is free.
- 48.** Formula is expensive.
- 49.** Formula costs tax payers millions of dollars.
- 50.** Breastmilk is always the right temperature.
- 51.** Breastmilk always has the right proportions of fat, carbohydrates and protein.
- 52.** Breastmilk makes for more contented babies.
- 53.** Breastfeeding makes for happier moms, too.
- 54.** Breastmilk tastes better than formula.
- 55.** Breastfed babies are healthier.
- 56.** Breastfed babies are less likely to die before their third birthday.
- 57.** Breastfed babies require fewer doctor visits.
- 58.** Breastfeeding mothers spend less time and money on doctor visits.
- 59.** Breastfed babies don't leave any garbage behind.
- 60.** Breastfeeding means no bottles to tote.
- 61.** Breastfeeding means fewer cow-induced global greenhouse gasses.
- 62.** Breastmilk doesn't need to be refrigerated.
- 63.** Cow's milk is designed for baby cows.
- 64.** Human milk is designed for baby humans.
- 65.** Breastmilk provides natural pain relief for baby.
- 66.** Breastmilk provides the perfect food for sick baby.
- 67.** Breastfeeding means more sleep for baby.
- 68.** Breastfeeding means more sleep for mom.
- 69.** Breastfeeding means more sleep for dad.
- 70.** Breastfeeding means less equipment to buy.
- 71.** Breastfeeding means less equipment to maintain and store.
- 72.** Breastmilk has never been recalled.
- 73.** With breastmilk there's no need to worry about bacterial contamination.
- 74.** With breastmilk, there's no need to worry about which brand is better.
- 75.** With breastmilk, there's no need to worry about adding contaminated water.
- 76.** Breastfeeding helps reduce cruelty to farm animals.
- 77.** Breastfeeding facilitates proper dental and jaw development.
- 78.** Breastfed babies get fewer cavities.
- 79.** Breastfeeding means less money spent on corrective orthodontia.
- 80.** Breastfeeding means better speech development.
- 81.** Breastfeeding means less chance of baby getting eczema.
- 82.** Breastfed babies have great skin.
- 83.** Breastfed babies spit up less.
- 84.** Spit-up breastmilk is easier to clean up than formula.
- 85.** Breastmilk contains no genetically engineered ingredients.
- 86.** Breastmilk contains no synthetic growth hormones.
- 87.** Lack of breastfeeding is associated with multiple sclerosis in later life.
- 88.** Breastfeeding means less chance of inguinal hernia.
- 89.** Breastfeeding means better cognitive development.
- 90.** Breastfeeding means better social development.
- 91.** Breastfeeding decreases risk of baby developing urinary tract infections.
- 92.** Suckling optimizes hand-to-eye coordination.
- 93.** Breastfeeding protects babies against iron deficiency.
- 94.** Breastfeeding moms spend less money on menstrual supplies.
- 95.** Breastfeeding is a self-confidence booster for mom.
- 96.** Breastmilk may help combat eye infections.
- 97.** Breastmilk may be a good natural antibiotic for wounds.
- 98.** Breastfeeding means no worries about the latest ingredient discovered to be missing from formula.
- 99.** Breastfed babies have much sweeter smelling diapers.
- 100.** Breastfed babies smell fantastic.
- 101.** Breastfeeding is what breasts were designed for!

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